KATHLEEN SPANGLER

SENIOR MARKETING MANAGER

www.kathleenspangler.com
itsme@kathleenspangler.com | Royal Oak, Michigan

16 years owning integrated marketing strategy and execution across brand, creative, campaigns, email, social, PR, influencer, and in-product channels, with a track record of building the AI-powered systems and workflows that make everything run faster. I'm as comfortable in a planning document as I am in Photoshop or Jira.

CAREER HIGHLIGHTS

AI-Powered Operations
Built AI workflows cutting sprint planning from 1+ hour to 15 min and replacing hours of weekly manual reporting.

Record-Breaking Launch
GTM lead on company's highest-grossing launch to date, with the strongest single-day wishlist-to-purchase conversion in company history.

Community Brand Growth
Grew a self-funded community brand to 91 homes and 162,000+ people reached in one month on a $76 budget.

Campaign Performance
Drove a 400% email CTR increase and 154% lift in banner CTR through structured A/B and multivariate testing, with a 35% average transactional open rate.

WORK EXPERIENCE

Stardock

Marketing Director | 06.2021 – 06.2026

Owned the full marketing lifecycle for 10+ active products while leading a team of five and staying hands-on in the work.

- Directed GTM for the company's highest-grossing launch, with the strongest day-one wishlist-to-purchase conversion in company history.
- Launched an influencer program that drove the largest wishlist volume in company history within 90 days.
- Rebuilt email creative from generic templates to on-brand design, driving a 400% CTR increase and a 35% transactional open rate.
- Achieved a 154% lift in banner CTR through structured A/B and multivariate testing across multiple products.
- Built Claude and Jira workflows that set up a fully linked, dependency-mapped 50-task sprint in 15 minutes instead of an hour.
- Built a live AI reporting system that generates twice-daily leadership dashboards, replacing hours of manual reporting each week.
- Handled primary graphic design for social, web, email, and brand assets across all active products.

Stardock

Marketing Operations Manager | 07.2015 – 07.2021

Owned marketing operations and launch execution across 60+ consumer and software products, from strategy through delivery.

- Launched a new product within days of a major platform announcement, earning wide press coverage and one of the company's highest-grossing software releases.
- Built standardized launch templates and automations across 60+ product campaigns.
- Managed content calendars and creative production across all product lines.

Stardock

Visual Communications Manager | 06.2014 – 07.2015

Owned visual strategy and brand consistency across consumer-facing marketing.

- Directed a company-wide rebrand with guidelines adopted across 10+ product lines.
- Improved landing page UX, raising engagement and conversion across product pages.

Stardock

Web Design Manager | 07.2011 – 06.2014

Led web design and UX to increase product discoverability and conversion.

- Rebuilt product websites with modern UX/UI, reducing bounce rate on mobile.
- Implemented SEO and bundling strategies that grew organic traffic and upsells.

SELECTED PROJECT

Founder, Royal Oak Halloween Home Tour | 2020 – Present

- Grew a self-funded community tour from 21 to 91 homes and map views to a record 52,500, with distribution through the Royal Oak Schools family email.
- Launched a Facebook page that reached 162,000+ people, earned over 790,000 views, and gained 3,100+ followers in one month with zero ad spend.
- Designed every asset and used AI for route planning and video editing on a $76 budget, earning WXYZ Channel 7 and Royal Oak Review features.

SKILLS AND TOOLS

Skills: AI Workflow Design, Jira Automation, Marketing Operations, Graphic Design, Brand Systems, Creative Direction, Web and Email Design, GTM Planning, Full-Funnel Campaigns, Content and Social Strategy, A/B Testing, Email Segmentation, Conversion Optimization, Influencer Programs, Google Analytics and Steam Analytics

Tools: Adobe Creative Suite, Figma, Canva, Jira, Claude, Claude Code, Microsoft 365, Google Workspace, MidJourney, ChatGPT

EDUCATION

BA, Graphic Design | Ferris State University